



# 2020 **A | S | A | P**<sup>®</sup> Global Alliance **Summit**

March 16-18, 2020 | Tampa, FL

Where Valuable Partnering Insights Converge with...  
Meaningful Collaboration Connections



What's on your  
**Agenda**



Dive into agenda details at  
[www.asapsummit.org](http://www.asapsummit.org)

*\*Sessions, times, and speakers are subject to change.*

## **A | S | A | P**<sup>®</sup>

The Association of Strategic  
Alliance Professionals

 [www.asapsummit.org](http://www.asapsummit.org)

**Thank you sponsors!**

The Rhythm of Business!

 **vantage**  
PARTNERS

 **WorkSpan**

 [tinyurl.com/LinkedINASAP-Co](https://tinyurl.com/LinkedINASAP-Co)

 [facebook.com/ASAPGlobal](https://facebook.com/ASAPGlobal)

 [#asap\\_Global #ASAPSummit2020](https://twitter.com/asap_Global)



# Agenda—Monday, March 16, 2020

As of 01.07.20  
Details subject to change.

Time	Session Code   Event	Speaker	Location
7:30 a.m. - 6:00 p.m.	Registration		Costa Del Sol Foyer
ASAP Advisory Board of Directors <i>(Invitation only)</i>			
8:00 a.m. - 8:30 a.m.	Advisory Board of Directors Breakfast		Genoa Foyer
8:30 a.m. - 12:00 p.m.	Advisory Board of Directors Meeting		Genoa
Pre-Conference Workshops <i>(pre-registration required, not included in conference fee.)</i>			
9:00 a.m. - 9:45 a.m.	Workshop Network Coffee		
9:30 a.m. - 3:30 p.m.	<b>Session 101</b>   CA-AM Certification Exam Prep Workshop	■ <b>Lynda McDermott, CA-AM</b>   President   <i>EquiPro International</i>	
9:30 a.m. - 3:30 p.m.	<b>Session 102</b>   CSAP Certification Exam Prep Workshop	■ <b>Ann Trampas, CSAP</b>   Professional Development Practice Lead   <i>Phoenix Consulting</i>	
9:30 a.m. - 3:30 p.m.	<b>Session 103</b>   Alliance Management 301 Advanced Alliance Management – Starting, Strengthening, and Sustaining Strong Alliance Value Creation	■ <b>Vickie Dalton, PsyD</b>   HSPP and Clinical Psychologist   <i>Indiana Health Group</i> ■ <b>Kim Koch, CA-AM, MS</b>   Senior Director   <i>Eli Lilly &amp; Company</i> ■ <b>David S. Thompson, CSAP</b>   Chief Alliance Officer   <i>Eli Lilly &amp; Company</i>	
12:00 p.m. - 1:00 p.m.	Workshop Networking Luncheon		
ASAP Advisory and Leadership Meetings <i>(Invitation only)</i>			
12:00 p.m. - 1:00 p.m.	Leadership Forum Luncheon <i>(Invitation only)</i>		Pelagia
1:00 p.m. - 3:30 p.m.	Leadership Forum <i>(Invitation only)</i>		Genoa
Pre-Conference Sessions <i>(Free)</i>			
3:45 p.m. - 5:00 p.m.	<b>Session 104</b>   Mapping a TE-AM Road for Successful Alliances	■ <b>Lynda McDermott, CA-AM</b>   President   <i>EquiPro International</i>	
3:45 p.m. - 5:00 p.m.	<b>Session 105</b>   Improving the Partnering Capability: From Self-Assessment to Action	■ <b>Parth Amin, CSAP</b>   Founder, Principal   <i>Alliance Dynamics</i>	
3:45 p.m. - 5:00 p.m.	<b>Session 106</b>   Integrated Joint Alliance Marketing Best Practices: How to Establish Joint Marketing Moments That Drive Impact	■ <b>Liz Fuller, CA-AM</b>   Senior Director, Alliance Manager   <i>Citrix</i>	
6:00 p.m. - 7:00 p.m.	Conference Welcome Reception		La Fuente Courtyard



Conference Events



100 | Pre-Conference Workshops & Sessions



# Agenda—Tuesday, March 17, 2020

As of 01.07.20  
Details subject to change.

Time	Session Code   Event	Speaker	Location
7:00 a.m. - 5:00 p.m.	Conference Registration and Information Desk		Costa Del Sol Foyer
7:00 a.m. - 5:00 p.m.	Alliance Management Resource Center		Costa Del Sol Foyer
7:00 a.m. - 8:15 a.m.	Networking Breakfast		
8:15 a.m. - 8:40 a.m.	 Conference Opening	<ul style="list-style-type: none"> <li>■ <b>Michael Leonetti, CSAP</b>   President &amp; CEO   <i>Association of Strategic Alliance Professionals</i></li> </ul>	
8:40 a.m. - 10:10 a.m.	ASAP Keynote Speakers		
8:40 a.m. - 9:10 a.m.	 <b>Session 201</b>   Creating Alliances and Digital Ecosystem Capabilities in an Increasingly Platform Enabled and Interconnected World	<ul style="list-style-type: none"> <li>■ <b>Steve Steinhilber</b>   Global Vice President Ecosystem Development   <i>Equinix</i></li> </ul> 	
9:10 a.m. - 9:40 a.m.	 <b>Session 202</b>   A Cancer Center's Experience Developing Clinical Partnerships & Alliances: Opportunities and Cautions	<ul style="list-style-type: none"> <li>■ <b>Louis B. Harrison, MD, FASTRO</b>   Chief Partnership Officer &amp; Chair, Department of Radiation Oncology   <i>Moffitt Cancer Center</i></li> </ul> 	
9:40 a.m. - 10:10 a.m.	 ASAP Alliance Excellence Awards		
10:10 a.m. - 10:30 a.m.	Networking Break		Costa Del Sol Foyer
10:30 a.m. - 11:15 a.m.	Alliance Management Skill Building: Case Studies Across Industries	<ul style="list-style-type: none"> <li>■ <b>Ben Siddall</b>   Partner   <i>Vantage Partners</i></li> <li>■ <b>Jessica Wadd</b>   Partner   <i>Vantage Partners</i></li> </ul>	
10:30 a.m. - 11:15 a.m.	How 5G will Transform and Disrupt Business and Partners	<ul style="list-style-type: none"> <li>■ <b>Manoj Bhatia, CSAP</b>   Partner Business Development   <i>Verizon</i></li> <li>■ <b>Stacey Conrad</b>   Director Channel Sales   <i>TPX Communications</i></li> <li>■ <b>Michael O'Brien</b>   Group Vice President, Strategy &amp; Corporate Development   <i>Syniverse</i></li> <li>■ <b>Andreas Westh, CSAP</b>   Director Global Partnering   <i>Ericsson</i></li> </ul>	
11:25 a.m. - 12:10 p.m.	The Alliance Management Mashup: Bridging a Digital Divide	<ul style="list-style-type: none"> <li>■ <b>Jeff Shuman, CSAP, PhD</b>   Principal   <i>The Rhythm of Business</i></li> <li>■ <b>Jan Twombly, CSAP</b>   President   <i>The Rhythm of Business</i></li> </ul>	
11:25 a.m. - 12:10 p.m.	Are your Alliance Marketing Strategies Destined to Boom or Bust?	<ul style="list-style-type: none"> <li>■ <b>Andrea Katsivelis</b>   Global Strategic Marketing Advisor   <i>Microsoft</i></li> <li>■ <b>Mark Reino</b>   Principal &amp; Founder   <i>Merit Mile</i></li> </ul>	



Conference Event



200 | Plenary Sessions



Alliance Excellence Awards



# Agenda—Tuesday, March 17, 2020 (continued)

As of 01.07.20  
Details subject to change.

Time	Session Code   Event	Speaker	Location
12:10 p.m. - 1:10 p.m.	Networking Lunch		La Fuente Courtyard
1:15 p.m. - 2:00 p.m.	How the Microsoft Partner-to-Partner Program is Disrupting how Technology Companies are Leveraging the Power of Ecosystems to Grow Their Business, Acquire New Customers, and Gain Competitive Advantage	<ul style="list-style-type: none"> <li>■ <b>Hannibal Scipio</b>   Global Partner to Partner Lead   <i>Microsoft</i></li> <li>■ <b>Amit Sinha</b>   Chief Customer Officer and Co-Founder   <i>WorkSpan</i></li> </ul>	
1:15 p.m. - 2:00 p.m.	Enabling Strategic Change - Cultural and Alliance Capability Development	<ul style="list-style-type: none"> <li>■ <b>Christoph Huwe, CSAP, PhD</b>   Director, Strategic Alliance Management   <i>Bayer AG</i></li> <li>■ <b>Michael Kennedy, PhD</b>   Director Alliance Management, Business Development &amp; Licensing   <i>Bayer Healthcare</i></li> </ul>	
2:10 p.m. - 2:55 p.m.	Intelligent Automation: Partnering with an Ecosystem to Deliver Client Results	<ul style="list-style-type: none"> <li>■ <b>Michael Rosenthal, CA-AM</b>   Alliance Manager   <i>SAS</i></li> <li>■ <b>Avery Clark, CA-AM</b>   ISV Partner/ Alliance Manager   <i>Blue Prism</i></li> </ul>	
2:10 p.m. - 2:55 p.m.	Big Pharma M&A and Alliance Portfolios: What's at the End of the Rainbow?	<ul style="list-style-type: none"> <li>■ <b>Mark Coflin, CSAP</b>   Vice President, Head of Global Alliance Management   <i>Takeda</i></li> <li>■ <b>Dana Hughes</b>   Vice President of Integration Management and Alliance Management   <i>Pfizer</i></li> <li>■ <b>Jeff Hurley, CA-AM</b>   Global Alliance Management Lead   <i>Takeda</i></li> <li>■ <b>Donna Taneja, PhD</b>   Head, COE Partnership Management, R&amp;D Partnership Office   <i>Takeda</i></li> </ul>	
2:55 p.m. - 3:15 p.m.	Networking Break		Costa Del Sol Foyer
3:15 p.m. - 4:00 p.m.	Absorbing and Facilitating Change: Managing Your Partner Program During Organizational Upheaval	<ul style="list-style-type: none"> <li>■ <b>Benjamin Anderson, CA-AM, JD</b>   Partner Asset &amp; Licensing Program Manager   <i>Thomson Reuters Elite</i></li> <li>■ <b>Susan Cleveland, JD</b>   Manager, Global Strategic Alliances   <i>Thomson Reuters Elite</i></li> </ul>	
3:15 p.m. - 4:00 p.m.	Marketplaces: The New Buying Centers in the Age of Consumption and as-as-a-service	<ul style="list-style-type: none"> <li>■ <b>Jim Luna, CA-AM</b>   Group Managing Director, Business Development &amp; Alliances   <i>Citrix</i></li> <li>■ <b>Roger Williams</b>   Senior Director, Alliances   <i>Citrix</i></li> </ul>	



# Agenda—Tuesday, March 17, 2020 (continued)

As of 01.07.20  
Details subject to change.

Time	Session Code   Event	Speaker	Location
4:10 p.m. - 4:55 p.m.	The Strategic Partner Executive of the Future and the Skills Needed for Success	<ul style="list-style-type: none"> <li>■ <b>Jim Chow</b>   Enterprise Cloud Solution Evangelist and Strategic Partnerships/ Channels Executive   <i>Google</i></li> <li>■ <b>Rafael Contreras</b>   Area Vice President, Global Operations, Strategy and Chief of Staff   <i>ServiceNow</i></li> <li>■ <b>Greg Fox, CSAP</b>   GM, Networking &amp; Communications   Vice President, Alliance   <i>WorkSpan</i></li> <li>■ <b>Norma Watenpaugh, CSAP</b>   CEO &amp; Founding Principal   <i>Phoenix Consulting Group</i></li> </ul>	
4:10 p.m. - 4:55 p.m.	Biopharma Risk Management Planning... Creating a Winning Formula for Success	<ul style="list-style-type: none"> <li>■ <b>Chris Roenfeldt, CA-AM</b>   Senior Director Alliance &amp; Program Management   <i>Halozyme</i></li> <li>■ <b>Jason Felsch, CA-AM, PhD</b>   Strategic Alliances &amp; Business Development   <i>Alexion Pharmaceuticals</i></li> </ul>	
5:00 p.m. - 6:00 p.m.	 Alliance Excellence Awards Celebration Reception		La Fuente Courtyard



# Agenda—Wednesday, March 18, 2020

As of 01.07.20  
Details subject to change.



Time	Session Code   Event	Speaker	Location
7:00 a.m. - 5:30 p.m.	Conference Registration and Information Desk		Costa Del Sol Foyer
7:00 a.m. - 5:30 p.m.	Alliance Management Resource Center		Costa Del Sol Foyer
7:00 a.m. - 8:15 a.m.	Networking Breakfast		
8:30 a.m. - 9:30 a.m.	ASAP Keynote Speakers		
8:30 a.m. - 9:00 a.m.	 <b>Session 203</b>	<ul style="list-style-type: none"> <li>■ <b>Tiffani Bova</b>   Growth &amp; Innovation Evangelist   <i>Salesforce</i></li> </ul> 	
9:00 a.m. - 9:30 a.m.	 <b>Session 204</b>	<ul style="list-style-type: none"> <li>■ <b>Alex Price</b>   Global Vice President, Global Alliances, Channels and Technology Ecosystem Strategy   <i>JDA</i></li> </ul> 	
9:40 a.m. - 10:25 a.m.	 <b>Session 205</b>   Preparing for the Journey in Digital Health: When Healthcare's Path Forward Leads Straight Through Silicon Valley	<ul style="list-style-type: none"> <li>■ <b>Chris Lento</b>   Head of Healthcare Strategic Partnerships   <i>Noom, Inc.</i></li> <li>■ <b>Brooke Paige, CSAP</b>   Former Vice President Alliance Management   <i>Pear Therapeutics</i></li> <li>■ <b>Davina Pallone</b>   Vice President, Product   <i>Neurotrack</i></li> <li>■ <b>Knut Sturmhoefel, CA-AM, PhD</b>   Global Head, Alliance Management   <i>Novartis International AG</i></li> </ul>	
10:25 a.m. - 10:45 a.m.	Networking Break		
10:45 a.m. - 12:00 p.m.	Collaborative Excellence and the Collaborative Shift	<ul style="list-style-type: none"> <li>■ <b>Robert Porter Lynch, CA-AM</b>   President   <i>The Warren Company</i></li> </ul>	
10:45 a.m. - 12:00 p.m.	Alliance Management in M&A Integration – ‘Snowboarding for Skiers’	<ul style="list-style-type: none"> <li>■ <b>Carlos Keener</b>   Managing Partner   <i>BTD Consulting</i></li> <li>■ <b>David Olsson</b>   Partner   <i>BTD Consulting</i></li> <li>■ <b>Nick Palmer</b>   Managing Director   <i>BTD Consulting</i></li> </ul>	
12:00 p.m. - 1:00 p.m.	Networking Lunch		
1:05 p.m. - 1:50 p.m.	TBD	<ul style="list-style-type: none"> <li>■ <b>Jay McBain</b>   Principal Analyst – Channels, Partnerships &amp; Alliances   <i>Forrester Research</i></li> </ul>	
1:05 p.m. - 1:50 p.m.	Resilience in Alliance Management: How Amgen-UCB Managed the “Roller-Coaster Ride” of a Long Standing	<ul style="list-style-type: none"> <li>■ <b>Tracy Blois, PhD</b>   Director, Alliance Management Business Development   <i>Amgen</i></li> <li>■ <b>Alistair Dixon, PhD</b>   Senior Director Alliance Management   <i>UCB</i></li> </ul>	





# Agenda—Wednesday, March 18, 2020 (continued)

As of 01.07.20  
Details subject to change.

Time	Session Code   Event	Speaker	Location
2:00 p.m. - 2:45 p.m.	ASAP Round Tables		
2:00 p.m. - 2:45 p.m.	There is No Such Thing as a Competitor!	<ul style="list-style-type: none"> <li>■ <b>Melissa Monk</b>   Senior Vice President, Global Alliances and Innovation   <i>Equifax, Inc.</i></li> <li>■ <b>Melissa Townsley</b>   CEO   <i>Giact</i></li> </ul>	
2:45 p.m. - 3:05 p.m.	Networking Break		Costa Del Sol Foyer
3:05 p.m. - 3:50 p.m.	Collaboration in an Increasingly Virtual Business World - What Alliance Managers Need to Know	■ <b>Karen Denton, CA-AM</b>   Head of Alliance Management   <i>Esperion</i>	
3:05 p.m. - 3:50 p.m.	Demystifying the Ecosystem - an Interactive Conversation	<ul style="list-style-type: none"> <li>■ <b>Nancy Ridge</b>   President   <i>Ridge Innovative</i></li> <li>■ <b>Yailky Ubieda</b>   Director, Technology Consulting Marketing   <i>Protiviti</i></li> </ul>	
4:00 p.m. - 4:45 p.m.	 <b>Session 206</b>   Managing Power Imbalances – How to Navigate Partnerships Where One Partner is Significantly Larger Than the Other	■ <b>Leona Kral, CSAP</b>   Senior Alliance Manager, Connected Devices   <i>Verizon</i>	
4:45 p.m. - 5:00 p.m.	 Conference Close		



Conference Events



200 | Plenary Sessions